

ORDER



Orders	Order / Rev:	365070
	Alt Order #:	06867816
	Product Desc:	DEAN HELLER
	Estimate:	
	Flight Dates:	10/31/12 - 11/06/12
	Original Date / Rev:	10/25/12 / 10/25/12
	Order Type:	GENERAL

KTNV - Las Vegas

Primary AE:	Anjanette Brady
Sales Office:	PPH
Sales Region:	NAT

Agency	Name:	Strategic Media Services
	Buying Contact:	
	Billing Contact:	
		3299 K Street NW
		Washington, DC 20007

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Heller/R/Senate
	Demographic:	A35+
	Product Codes:	PL State Senate
	Priority:	P-05
	Revenue Codes:	AGY-TRANS, POL CAND, CAND

New Business Thru: _____
 Order Separation: 00:10:00
 Advertiser External ID: _____
 Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/03/12	8	\$12,900.00	\$10,965.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	8	\$12,900.00	\$10,965.00	0.00
Totals	8	\$12,900.00	\$10,965.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Anjanette Brady			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KTNV - Las Vegas	18%	\$12,900.00
Market	100%	\$71,666.67

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KELV	0%	\$0.00
KFBT	0%	\$0.00
KHDF	0%	\$0.00
KINC	0%	\$0.00
KLAS	25%	\$17,916.67
KLVX	0%	\$0.00
KMCC	0%	\$0.00
KSNV	26%	\$18,633.33
KTUD	1%	\$716.67
KVMY	5%	\$3,583.33
KVVU	22%	\$15,766.67
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$2,150.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KTNV	10/31/12	11/02/12	M-F 7-9a Good Morning America	CM	M-F 7-9a	--WTF--	:30	3	\$400.00	P-05	0.00	NM	3	\$1,200.00

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Advertiser: Heller/R/Senate
 Product Desc: DEAN HELLER
 Estimate:

KTNV - Las Vegas

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
GD MRN AMR														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--WTF--				3	\$400.00		0.00			
E 2	KTNV	10/31/12	11/02/12	7p-730p M-F 7p Access Hollywood	CM	7p-730p --WTF--	:30	1	\$800.00	P-05	0.00	NM	1	\$800.00
ACCESS HOLLYWOOD														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--WTF--				1	\$800.00		0.00			
E 3	KTNV	10/31/12	11/02/12	M-F 7:30-8p Millionaire	CM	M-F 730-8p --WTF--	:30	1	\$800.00	P-05	0.00	NM	1	\$800.00
MILLIONAIRE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--WTF--				1	\$800.00		0.00			
E 4	KTNV	10/31/12	11/02/12	M-F 11-11:35p Action News	CM	M-F 11-11:35p --WTF--	:30	1	\$850.00	P-05	0.00	NM	1	\$850.00
LATE NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--WTF--				1	\$850.00		0.00			
E 5	KTNV	10/31/12	10/31/12	Wed ABC Prime B MODRN FAMILY	CM	Wed 9-10p MODR -W- - - - (9:00 PM-9:30 PM)	:30	1	\$7,500.00	P-05	0.00	NM	1	\$7,500.00
MODRN FAMILY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--W- - - -				1	\$7,500.00		0.00			
E 6	KTNV	11/03/12	11/03/12	College Football Primetime College Football Primetime	CM	4p-830p - - - - -S- (5:00 PM-8:30 PM)	:30	1	\$1,750.00	P-05	0.00	NM	1	\$1,750.00
ACB COLLEGE FTBALL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- - - - -S-				1	\$1,750.00		0.00			
Totals												8	\$12,900.00	